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New Players Lights 25's

5 free  
smokes.  
No strings  
attached.

Kings & 100's  
*Also available as Menthol*



Count 'em.  
25  
*of the finest*  
for the price of 30

MR's suggested pricing based on full-price brands

SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.

Kings: 10 mg. "tar," 0.8 mg. nicotine av.  
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.



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